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ART UNIT	PAPER NUMBER
2616	

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Please find below and/or attached an Office communication concerning this application or proceeding.

	Application No.	Applicant(s)
Office Action Summary	09/839,074	REAMS, DAVID ANTHONY
	Examiner	Art Unit
	Jamieson W. Fish	2616

-- *The MAILING DATE of this communication appears on the cover sheet with the correspondence address* --

Period for Reply

A SHORTENED STATUTORY PERIOD FOR REPLY IS SET TO EXPIRE <u>3</u> MONTH(S) FROM THE MAILING DATE OF THIS COMMUNICATION.

- Extensions of time may be available under the provisions of 37 CFR 1.136(a). In no event, however, may a reply be timely filed after SIX (6) MONTHS from the mailing date of this communication.
- If the period for reply specified above is less than thirty (30) days, a reply within the statutory minimum of thirty (30) days will be considered timely.
- If NO period for reply is specified above, the maximum statutory period will apply and will expire SIX (6) MONTHS from the mailing date of this communication.
- Failure to reply within the set or extended period for reply will, by statute, cause the application to become ABANDONED (35 U.S.C. § 133). Any reply received by the Office later than three months after the mailing date of this communication, even if timely filed, may reduce any earned patent term adjustment. See 37 CFR 1.704(b).

Status

1)☒ Responsive to communication(s) filed on <u>20 April 2001</u>.

2a)☐ This action is **FINAL**.   2b)☒ This action is non-final.

3)☐ Since this application is in condition for allowance except for formal matters, prosecution as to the merits is closed in accordance with the practice under *Ex parte Quayle*, 1935 C.D. 11, 453 O.G. 213.

Disposition of Claims

4)☒ Claim(s) <u>1-20</u> is/are pending in the application.

    4a) Of the above claim(s) _____ is/are withdrawn from consideration.

5)☐ Claim(s) _____ is/are allowed.

6)☒ Claim(s) <u>1-20</u> is/are rejected.

7)☐ Claim(s) _____ is/are objected to.

8)☐ Claim(s) _____ are subject to restriction and/or election requirement.

Application Papers

9)☒ The specification is objected to by the Examiner.

10)☒ The drawing(s) filed on <u>20 April 2001</u> is/are: a)☒ accepted or b)☐ objected to by the Examiner.

    Applicant may not request that any objection to the drawing(s) be held in abeyance. See 37 CFR 1.85(a).

    Replacement drawing sheet(s) including the correction is required if the drawing(s) is objected to. See 37 CFR 1.121(d).

11)☐ The oath or declaration is objected to by the Examiner. Note the attached Office Action or form PTO-152.

Priority under 35 U.S.C. § 119

12)☐ Acknowledgment is made of a claim for foreign priority under 35 U.S.C. § 119(a)-(d) or (f).

    a)☐ All b)☐ Some * c)☐ None of:

      1.☐ Certified copies of the priority documents have been received.

      2.☐ Certified copies of the priority documents have been received in Application No. _____.

      3.☐ Copies of the certified copies of the priority documents have been received in this National Stage application from the International Bureau (PCT Rule 17.2(a)).

    * See the attached detailed Office action for a list of the certified copies not received.

Attachment(s)

1)☒ Notice of References Cited (PTO-892)

2)☐ Notice of Draftsperson's Patent Drawing Review (PTO-948)

3)☐ Information Disclosure Statement(s) (PTO-1449 or PTO/SB/08)
    Paper No(s)/Mail Date _____.

4)☐ Interview Summary (PTO-413)
    Paper No(s)/Mail Date. _____.

5)☐ Notice of Informal Patent Application (PTO-152)

6)☐ Other: _____.

DETAILED ACTION

Specification

1.   The specification requires a Brief Description of the Drawings.

Content of Specification

(a)   Title of the Invention: See 37 CFR 1.72(a) and MPEP § 606. The title of
        the invention should be placed at the top of the first page of the
        specification unless the title is provided in an application data sheet. The
        title of the invention should be brief but technically accurate and
        descriptive, preferably from two to seven words may not contain more
        than 500 characters.

(b)   Cross-References to Related Applications: See 37 CFR 1.78 and MPEP
        § 201.11.

(c)   Statement Regarding Federally Sponsored Research and Development:
        See MPEP § 310.

(d)   Incorporation-By-Reference Of Material Submitted On a Compact Disc:
        The specification is required to include an incorporation-by-reference of
        electronic documents that are to become part of the permanent United
        States Patent and Trademark Office records in the file of a patent
        application. See 37 CFR 1.52(e) and MPEP § 608.05. Computer
        program listings (37 CFR 1.96(c)), "Sequence Listings" (37 CFR 1.821(c)),
        and tables having more than 50 pages of text were permitted as electronic
        documents on compact discs beginning on September 8, 2000.

        Or alternatively, Reference to a "Microfiche Appendix": See MPEP §
        608.05(a). "Microfiche Appendices" were accepted by the Office until
        March 1, 2001.

(e)   Background of the Invention: See MPEP § 608.01(c). The specification
        should set forth the Background of the Invention in two parts:

        (1)   Field of the Invention: A statement of the field of art to which the
                invention pertains. This statement may include a paraphrasing of
                the applicable U.S. patent classification definitions of the subject
                matter of the claimed invention. This item may also be titled
                "Technical Field."

(2) Description of the Related Art including information disclosed under
     37 CFR 1.97 and 37 CFR 1.98: A description of the related art
     known to the applicant and including, if applicable, references to
     specific related art and problems involved in the prior art which are
     solved by the applicant's invention. This item may also be titled
     "Background Art."

(f) Brief Summary of the Invention: See MPEP § 608.01(d). A brief summary
     or general statement of the invention as set forth in 37 CFR 1.73. The
     summary is separate and distinct from the abstract and is directed toward
     the invention rather than the disclosure as a whole. The summary may
     point out the advantages of the invention or how it solves problems
     previously existent in the prior art (and preferably indicated in the
     Background of the Invention). In chemical cases it should point out in
     general terms the utility of the invention. If possible, the nature and gist of
     the invention or the inventive concept should be set forth. Objects of the
     invention should be treated briefly and only to the extent that they
     contribute to an understanding of the invention.

(g) Brief Description of the Several Views of the Drawing(s): See MPEP §
     608.01(f). A reference to and brief description of the drawing(s) as set
     forth in 37 CFR 1.74.

(h) Detailed Description of the Invention: See MPEP § 608.01(g). A
     description of the preferred embodiment(s) of the invention as required in
     37 CFR 1.71. The description should be as short and specific as is
     necessary to describe the invention adequately and accurately. Where
     elements or groups of elements, compounds, and processes, which are
     conventional and generally widely known in the field of the invention
     described and their exact nature or type is not necessary for an
     understanding and use of the invention by a person skilled in the art, they
     should not be described in detail. However, where particularly
     complicated subject matter is involved or where the elements,
     compounds, or processes may not be commonly or widely known in the
     field, the specification should refer to another patent or readily available
     publication which adequately describes the subject matter.

(i) Claim or Claims: See 37 CFR 1.75 and MPEP § 608.01(m). The claim or
     claims must commence on separate sheet or electronic page (37 CFR
     1.52(b)(3)). Where a claim sets forth a plurality of elements or steps, each
     element or step of the claim should be separated by a line indentation.
     There may be plural indentations to further segregate subcombinations or
     related steps. See 37 CFR 1.75 and MPEP § 608.01(i)-(p).

(j)   Abstract of the Disclosure: See MPEP § 608.01(f). A brief narrative of the disclosure as a whole in a single paragraph of 150 words or less commencing on a separate sheet following the claims. In an international application which has entered the national stage (37 CFR 1.491(b)), the applicant need not submit an abstract commencing on a separate sheet if an abstract was published with the international application under PCT Article 21. The abstract that appears on the cover page of the pamphlet published by the International Bureau (IB) of the World Intellectual Property Organization (WIPO) is the abstract that will be used by the USPTO. See MPEP § 1893.03(e).

(k)   Sequence Listing, See 37 CFR 1.821-1.825 and MPEP §§ 2421-2431. The requirement for a sequence listing applies to all sequences disclosed in a given application, whether the sequences are claimed or not. See MPEP § 2421.02.

2.   Applicant is reminded of the proper language and format for an abstract of the disclosure.

The abstract should be in narrative form and generally limited to a single paragraph on a separate sheet within the range of 50 to 150 words. It is important that the abstract not exceed 150 words in length since the space provided for the abstract on the computer tape used by the printer is limited. The form and legal phraseology often used in patent claims, such as "means" and "said," should be avoided. The abstract should describe the disclosure sufficiently to assist readers in deciding whether there is a need for consulting the full patent text for details.

The language should be clear and concise and should not repeat information given in the title. It should avoid using phrases which can be implied, such as, "The disclosure concerns," "The disclosure defined by this invention," "The disclosure describes," etc.

3.   The abstract exceeds 150 words.

4.   The disclosure is objected to because it contains an embedded hyperlink and/or other form of browser-executable code (Page 4, line 17). Applicant is required to delete the embedded hyperlink and/or other form of browser-executable code. See MPEP § 608.01.

Claim Objections

5.   Claim **5** is objected to because of the following informalities: the language used in the claim makes the meaning of the claim difficult to ascertain. Appropriate correction is required. The examiner suggests that "via said data entering means," on line 6 is replaced with "in said URL string." As is disclosed in the specification on Page 4 line 7-8. The claim has been evaluated with this interpretation.

Claim Rejections - 35 USC § 112

6.   The following is a quotation of the second paragraph of 35 U.S.C. 112:

> The specification shall conclude with one or more claims particularly pointing out and distinctly claiming the subject matter which the applicant regards as his invention.

7.   Claim **7** is rejected under 35 U.S.C. 112, second paragraph, as being indefinite for failing to particularly point out and distinctly claim the subject matter which applicant regards as the invention.

8.   Claim **7** recites, "A method according to claim 3, wherein said data entering means and generating means comprise website means." The method of claim 7 introduces structure (e.g. not steps of a method), which is indefinite in that a method claim comprises steps (not structure). For the sake of a complete prosecution, "said data entering means and generating means comprise website means" will be interpreted as: "said step of entering and said step of generating further are performed by a web site."

Claim Rejections - 35 USC § 102

9.   The following is a quotation of the appropriate paragraphs of 35 U.S.C. 102 that form the basis for the rejections under this section made in this Office action:

> A person shall be entitled to a patent unless –

(b) the invention was patented or described in a printed publication in this or a foreign country or in public use or on sale in this country, more than one year prior to the date of application for patent in the United States.

10.   Claims **1, 3-4, 7,** and **9-18** are rejected under 35 U.S.C. 102(b) as being

anticipated by Palmer et al. (US 5,905,865).

11.   Regarding claim **1,** Palmer teaches a system for generating an URL string

including an URL to a web page having at least one coupon related to a program (See

Col. 6 lines 65-67 "coupons available to users in sync with commercials" Col. 7 lines 28-

36 Coupon embodied in website with URL.) and text identifying said at least one coupon

related to said program (See Col. 6 lines 20-29) and activating an URL hyperlink to said

web page having said at least one coupon related to said program comprising (See Col.

5 lines 31-33 automatically connecting is activating): data entering means for entering

said URL, to said web page having said at least one coupon related to said program

(See Col. 5 lines 23-36, 45-47, Broadcasting stations determine which URL's are sent to

receiver. This comprises a data entering means.); generating means for generating

said URL string including said URL, to said web page having said at least one coupon

related to said program and said text identifying said at least one coupon related to said

program (See Fig. 1 Website 61 and 62 and Col. 5 lines 3-20 Websites transmitting

information comprises a means for generating URL string); program signal transmitting

means for transmitting said URL string to program signal receiving means (See Fig. 1

transmitter 20 and Col. 8 lines 5-23); said program signal receiving means for receiving

said URL string (See Fig. 1 receiver 30 and Col. 5 lines 11-12); display means for

displaying said text identifying said at least one coupon related to said program (See Fig

1. Screen 48 and Col. 5 lines 9-11) and activating means for activating said URL

hyperlink to said web page having said at least one coupon related to said program

(See Fig. 1 Computer 40 and Col. 5 lines 3-20 Col. 6 lines 17-20 connecting to web site

associated with URL is activating hyperlink).

12.   Regarding claim **3**, Palmer teaches a method for generating an URL string

including an URL to a web page having at least one coupon related to a program (See

Col. 6 lines 65-67 "coupons available to users in sync with commercials" Col. 7 lines 28-

36 Coupon embodied in website with URL) and text identifying said at least one coupon

related to said program comprising the steps of (See Col. 6 lines 20-29): entering via

data entering means said URL to said web page having said at least one coupon

related to said program (See Col. 5 lines 23-36, 45-47, Broadcasting stations determine

which URL's are sent to receiver. This comprises a data entering means) and

generating via generating means said URL string including said URL to said web page

having said at least one coupon related to said program and said text identifying said at

least one coupon related to said program (See Fig. 1 Website 61 and 62 and Col. 5

lines 3-20 Websites transmitting information comprises a means for generating URL

string).

13.   Regarding claim **4**, Palmer teaches wherein program comprises an

advertisement (See Col. 6 lines 65-67 a commercial is an advertisement).

14.   Regarding claim **7**, Palmer teaches wherein said step of entering and said step of

generating are performed by a website (See Col. 5 lines 11-13. The website transmits a

URL. The steps of entering and generating are inherent to transmitting a URL)

15.   Regarding claim **9**, Palmer teaches wherein said URL string further includes at least one URL or HTML instruction (See Col. 6 lines 20-28).

16.   Regarding claim **10**, Palmer teaches wherein said text identifying said at least one coupon related to said program comprises hyperlink text (See Col. 6 lines 17-28).

17.   Regarding claim **11**, Palmer teaches the method further comprising the step of downloading said URL string to program signal transmitting means for transmitting said URL string to program signal receiving means (See Col. 4 lines 41-58 Pager is connected to Central office through internet and receives page request and pages receiver.)

18.   Regarding claim **12**, Palmer teaches an apparatus having program signal receiving means for receiving program signals (See Fig. 1 Receiver 30 and Col. 4 lines 52-53 and Col. 8 lines 5-13), display means for displaying text (See Fig. 1 Screen 48 and Col. 5 lines 9-11) and activating means for activating an hyperlink to a program-related URL comprising (Col. 5 lines 5-9 "interacting" comprises activating): said program signal receiving means for receiving an URL string including an URL to a web page having at least one coupon related to a program and text identifying said at least one coupon related to said program (See Col. 6 lines 20-29 and 65-67 "coupons available to users in sync with commercials" Col. 7 lines 28-36 Coupon embodied in website with URL); said display means for displaying said text identifying said at least one coupon related to said program (See Col. 6 lines 65-67) and said activating means for activating said hyperlink to said URL to said web page having said at least one

coupon related to said program (See Fig. 1 Computer 40 and Col. 5 lines 3-20 Col. 6

lines 17-20 connecting to web site associated with URL is activating hyperlink.)

19.   Regarding claim **13,** Palmer teaches wherein said program comprises a video

program (See Col. 8 lines 5-13).

20.   Regarding claim **14**, Palmer teaches wherein said program comprises an audio

program (See Col. 8 lines 5-13).

21.   Regarding claim **15,** Palmer teaches wherein said program signal receiving

means comprises a tuner means (See Col. 4 lines 52-53 and Col. 8 lines 5-13. It is

inherent that a receiver that received a traditional television broadcast signal

comprises a tuner).

22.   Regarding claim **16**, Palmer teaches wherein said program signal receiving

means for receiving said URL string comprises VBI, Line 21 receiving means (See Col.

4 lines 52-53 and Col. 8 lines 5-19. It is inherent that a receiver that received a URL

stored in the VBI similar to closed-captioning   comprises a means for receiving VBI

Line 21).

23.   Regarding claim **17**, Palmer teaches wherein said program signal receiving

means comprises a storage medium means (See Fig. 1 Hard drive 46 and Col. 6 lines

10-17).

24.   Regarding claim **18**, Palmer teaches wherein said display means comprises

hypertext display means for displaying said text identifying said at least one coupon

related to said program as hypertext (See Col. 6 lines 20-28).

Claim Rejections - 35 USC § 103

25.   The following is a quotation of 35 U.S.C. 103(a) which forms the basis for all

obviousness rejections set forth in this Office action:

> (a) A patent may not be obtained though the invention is not identically disclosed or described as set
> forth in section 102 of this title, if the differences between the subject matter sought to be patented and
> the prior art are such that the subject matter as a whole would have been obvious at the time the
> invention was made to a person having ordinary skill in the art to which said subject matter pertains.
> Patentability shall not be negatived by the manner in which the invention was made.

26.   Claims **2, 20** are rejected under 35 U.S.C. 103(a) as being unpatentable over

Palmer et al.

27.   Regarding claim **2**, Palmer teaches a system for generating an URL string

including an URL to a web page having at least one coupon related to a program (See

Col. 6 lines 65-67 "coupons available to users in sync with commercials" Col. 7 lines 28-

36 Coupon embodied in website with URL) and text identifying said at least one coupon

related to said program (See Col. 6 lines 20-29) and activating an URL hyperlink to said

web page having said at least one coupon related to said program comprising (See Col.

5 lines 31-33 automatically connecting is activating): data entering means for entering

said URL, to said web page having said at least one coupon related to said program

(See Col. 5 lines 23-36, 45-47, Broadcasting stations determine which URL's are sent to

receiver. This comprises a data entering means.); generating means for generating

said URL string including said URL, to said web page having said at least one coupon

related to said program and said text identifying said at least one coupon related to said

program (See Fig. 1 Website 61 and 62 and Col. 5 lines 3-20 Websites transmitting

information comprises a means for generating URL string); program signal transmitting

means for transmitting said URL string to program signal receiving means (See Fig. 1

transmitter 20 and Col. 8 lines 5-23); said program signal receiving means for receiving

said URL string (See Fig. 1 receiver 30 and Col. 5 lines 11-12); display means for

displaying said text identifying said at least one coupon related to said program (See Fig

1. Screen 48 and Col. 5 lines 9-11) and activating means for activating said URL

hyperlink to said web page having said at least one coupon related to said program

(See Fig. 1 Computer 40 and Col. 5 lines 3-20 connecting to web site associated with

URL is activating hyperlink). Palmer fails to disclose where the system comprises a

printing means for printing said at least one coupon from said web page. The examiner

takes official notice that having a system with printing means for printing web page

content is well known in the art. Therefore, it would have been obvious to one of

ordinary skill at the time of the invention to modify Palmer's system such that it included

a printing means for printing said at least one coupon from said web page so that a

tangible form of the coupon could be created and thus presented to merchants by

customers.

28.   Regarding claim **20**, Palmer teaches an apparatus having program signal

receiving means for receiving program signals (See Fig. 1 Receiver 30 and Col. 4 lines

52-53 and Col. 8 lines 5-13), display means for displaying text (See Fig. 1 Screen 48

and Col. 5 lines 9-11) and activating means for activating an hyperlink to a program-

related URL comprising (Col. 5 lines 5-9 "interacting" comprises activating): said

program signal receiving means for receiving an URL string including an URL to a web

page having at least one coupon related to a program and text identifying said at least

one coupon related to said program (See Col. 6 lines 20-29 and 65-67 "coupons

available to users in sync with commercials" Col. 7 lines 28-36 Coupon embodied in

website with URL); said display means for displaying said text identifying said at least

one coupon related to said program (See Col. 6 lines 65-67) and said activating means

for activating said hyperlink to said URL to said web page having said at least one

coupon related to said program (See Fig. 1 Computer 40 and Col. 5 lines 3-20

connecting to web site associated with URL is activating hyperlink). Palmer fails to

disclose where the apparatus further comprises a printing means for printing said at

least one coupon related to said program from said web page. The examiner takes

official notice that having an apparatus with printing means for printing web page

content is well known in the art. Therefore, it would have been obvious to one of

ordinary skill at the time of the invention to modify Palmer's apparatus such that it

included a printing means for printing said at least one coupon related to said program

from said web page so that a tangible form of the coupon could be created and thus

presented to merchants by customers.

29.   Claims **5-6** are rejected under 35 U.S.C. 103(a) as being unpatentable over

Palmer et al. in view of Perkowski (US 5,950,173).

30.   Regarding claim **5**, Palmer teaches a method for generating an URL string

including an URL to a web page having at least one coupon related to a program (See

Col. 6 lines 65-67 "coupons available to users in sync with commercials" Col. 7 lines 28-

36 Coupon embodied in website with URL.) and text identifying said at least one coupon

related to said program comprising the steps of (See Col. 6 lines 20-29): entering via

data entering means said URL to said web page having said at least one coupon

related to said program (See Col. 5 lines 23-36, 45-47, Broadcasting stations determine

which URL's are sent to receiver. This comprises a data entering means) and

generating via generating means said URL string including said URL to said web page

having said at least one coupon related to said program and said text identifying said at

least one coupon related to said program (See Fig. 1 Website 61 and 62 and Col. 5

lines 3-20 Websites transmitting information comprises a means for generating URL

string). Palmer fails to disclose wherein said entering via said data entering means

comprises selecting from a database of brand names and associated URLs to web

pages having respective one or more brand name coupons a brand name of interest

whereupon the URL associated with the selected brand name is automatically entered

in a URL string. Perkowski teaches wherein a data entering means comprises selecting

from a database of brand names and associated URLs to web pages having respective

one or more brand name coupons a brand name of interest (See Fig. 4A1, 4A2, and

Col. 5 lines 10-21, Col. 9 lines 56-47, Col. 20 lines 27-30, and Col. 21 lines 5-12

Registrant Database has brand names and associated coupon web page URLs)

whereupon the URL associated with the selected brand name is automatically entered

in a URL string (See Fig. 5B and 6B and Col. 23 lines 6-39. The user searches for (i.e.

selects) a brand name from the database and the URL associated with the brand name

is received and displayed (i.e. automatically entered in a URL string)). Therefore, it

would have been obvious to one of ordinary skill in the art at the time the invention was

made to modify Palmer's entering via data entering means comprised selecting from a

database of brand names and associated URLs to web pages having respective one or

more brand name coupons a brand name of interest whereupon the URL associated

with the selected brand name is automatically entered in a URL string as taught by

Perkowski so that URL string is entered more quickly than in non-automatic means such

as typing.

31.   Regarding claim **6**, Palmer teaches a method for generating alt URL string

including an URL to a web page having at least one coupon related to a program (See

Col. 6 lines 65-67 "coupons available to users in sync with commercials" Col. 7 lines 28-

36 Coupon embodied in website with URL.) and text identifying said at least one coupon

related to said program comprising the steps of (See Col. 6 lines 20-29): entering via

data entering means said URL to said web page having said at least one coupon

related to said program (See Col. 5 lines 23-36, 45-47, Broadcasting stations determine

which URL's are sent to receiver. This comprises a data entering means) and

generating via generating means said URL string including said URL to said web page

having said at least one coupon related to said program and said text identifying said at

least one coupon related to said program (See Fig. 1 Website 61 and 62 and Col. 5

lines 3-20 Websites transmitting information comprises a means for generating URL

string). Palmer fails to disclose wherein said entering via said data entering means

comprises selecting from a database of brand names and associated URLs to web

pages having respective one or more brand name coupons a brand name of interest

whereupon "[Brand Name] Coupon" is automatically generated as said text identifying

said at least one coupon related to said program. Perkowski teaches wherein said

entering via said data entering means comprises selecting from a database of brand

names and associated URLs to web pages having respective one or more brand name

coupons a brand name of interest (See Fig. 4A1, 4A2, and Col. 5 lines 10-21, Col. 9

lines 56-47, Col. 20 lines 27-30, and Col. 21 lines 5-12 Registrant Database has brand

names and associated coupon web page URLs) whereupon text contained in Product

Incentive Information Field which describes the coupon is automatically generated as

said text identifying said at least one coupon (See Fig. 5B and 6B and Col. 18 lines 33-

67 and Col. 23 lines 6-39 Information fields are text strings. The user searches for (i.e.

selects) a brand name from the database and the URL associated with the brand name

and contents of the information subfields are received and displayed (i.e.. generated)).

The specific text string "[Brand Name] Coupon" fails to render the claim non-obvious

since Perkowski also uses a text string serves the same function of describing and

identifying the coupon. Therefore, it would have been obvious to one of ordinary skill in

the art at the time the invention was made to modify Palmer's entering via data entering

means so that it comprises selecting from a database of brand names and associated

URLs to web pages having respective one or more brand name coupons a brand name

of interest whereupon "[Brand Name] Coupon" is automatically generated as said text

identifying said at least one coupon related to said program as taught by Perkowski to

so that text identifying coupon in URL string is entered more quickly than in non-

automatic means such as typing. The specific text string "[Brand Name] Coupon" fails

to render the claim non-obvious since Perkowski also uses a text string serves the

same function of describing and identifying the coupon.

32.   Claims **8, 19** are rejected under 35 U.S.C. 103(a) as being unpatentable over

Palmer et al. in view of Bandera et al. (US #6,332,127)

33.   Regarding claim **8**, Palmer teaches a method for generating alt URL string

including an URL to a web page having at least one coupon related to a program (See

Col. 6 lines 65-67 "coupons available to users in sync with commercials" Col. 7 lines 28-

36 Coupon embodied in website with URL.) and text identifying said at least one coupon

related to said program comprising the steps of (See Col. 6 lines 20-29): entering via

data entering means said URL to said web page having said at least one coupon

related to said program (See Col. 5 lines 23-36, 45-47, Broadcasting stations determine

which URL's are sent to receiver. This comprises a data entering means.) and

generating via generating means said URL string including said URL to said web page

having said at least one coupon related to said program and said text identifying said at

least one coupon related to said program (See Fig. 1 Website 61 and 62 and Col. 5

lines 3-20 Websites transmitting information comprises a means for generating URL

string). Palmer fails to disclose wherein said URL string further includes a date/time

attribute specifying expiration date and/or time information for said URL to said web

page. Having a URL string include a date/time attribute specifying expiration date

and/or time information for a URL to a web page is well know in the art as disclosed by

Bandera (See Fig. 4 Validation Anchor 36 and Col. 8 lines 1-6). Therefore, it would

have been obvious to one of ordinary skill in the art at the time the invention was made

to modify Palmer's URL string such that it further included a date/time attribute

specifying expiration date and/or time information for said URL to said web page as

taught by Bandera to allow user to ascertain information regarding expiration of a

specific promotion.

34.   Regarding claim **19**, Palmer teaches an apparatus having program signal

receiving means for receiving program signals (See Fig. 1 Receiver 30 and Col. 4 lines

52-53 and Col. 8 lines 5-13), display means for displaying text (See Fig. 1 Screen 48

and Col. 5 lines 9-11) and activating means for activating an hyperlink to a program-

related URL comprising (Col. 5 lines 5-9 "interacting" comprises activating): said

program signal receiving means for receiving an URL string including an URL to a web

page having at least one coupon related to a program and text identifying said at least

one coupon related to said program (See Col. 6 lines 20-29 and 65-67 "coupons

available to users in sync with commercials" Col. 7 lines 28-36 Coupon embodied in

website with URL); said display means for displaying said text identifying said at least

one coupon related to said program (See Col. 6 lines 65-67) and said activating means

for activating said hyperlink to said URL to said web page having said at least one

coupon related to said program (See Fig. 1 Computer 40 and Col. 5 lines 3-20 Col. 6

lines 17-20 connecting to web site associated with URL is activating hyperlink.) Palmer

fails to disclose wherein said URL string further includes a date/time attribute specifying

the date and/or time said URL to said web page having said at least one coupon related

to said program expires. Having a URL string include a date/time attribute specifying

the date and/or time said URL to said web page having said at least one coupon expires

is well know in the art as disclosed by Bandera (See Fig. 4 Validation Anchor 36 and

Col. 3 lines 30- 37 and Col. 8 lines 1-6). Therefore, it would have been obvious to one

of ordinary skill in the art at the time the invention was made to modify Palmer's URL

string such that it included a date/time attribute specifying the date and/or time said URL

to said web page having said at least one coupon related to said program expires as taught by Bandera to allow user to ascertain information regarding expiration of a specific promotion. Palmer fails to disclose wherein the display means further comprises means for displaying said text identifying said at least one coupon related to said program until the expiration date and/or time specified by said date/time attribute. A display means for displaying said text identifying said at least one coupon related to said program until the expiration date and/or time specified by said date/time attribute is well known in the art as taught in Bandera (See Col. 9 lines 10-13). Therefore, it would have been obvious to one of ordinary skill in the art at the time the invention was made to modify Palmer's display means so that it further comprised means for displaying said text identifying said at least one coupon related to said program until the expiration date and/or time specified by said date/time attribute as taught by Bandera to prevent users from seeing coupons offers that were no longer valid by replacing them with valid coupon offers.

Conclusion

35.   An examination of this application reveals that applicant is unfamiliar with patent prosecution procedure. While an inventor may prosecute the application, lack of skill in this field usually acts as a liability in affording the maximum protection for the invention disclosed. Applicant is advised to secure the services of a registered patent attorney or agent to prosecute the application, since the value of a patent is largely dependent upon skilled preparation and prosecution. The Office cannot aid in selecting an attorney or agent.

36.   Applicant is advised of the availability of the publication "Attorneys and Agents

Registered to Practice Before the U.S. Patent and Trademark Office." This publication

is for sale by the Superintendent of Documents, U.S. Government Printing Office,

Washington, D.C. 20402.

37.   Any inquiry concerning this communication or earlier communications from the

examiner should be directed to Jamieson W. Fish whose telephone number is 703-305-

0884. The examiner can normally be reached on 8-5.

38.   If attempts to reach the examiner by telephone are unsuccessful, the examiner's

supervisor, Ngoc Vu can be reached on 703-305-4946. The fax phone number for the

organization where this application or proceeding is assigned is 703-872-9306.

39.   Information regarding the status of an application may be obtained from the

Patent Application Information Retrieval (PAIR) system. Status information for

published applications may be obtained from either Private PAIR or Public PAIR.

Status information for unpublished applications is available through Private PAIR only.

For more information about the PAIR system, see http://pair-direct.uspto.gov. Should

you have questions on access to the Private PAIR system, contact the Electronic

Business Center (EBC) at 866-217-9197 (toll-free).

JF 12/09/2004

NGOC-YEN VU
PRIMARY EXAMINER